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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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Richard R. Haemerle

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EXAMINER

DUFFIELD, JEREMY S

ART UNIT

PAPER NUMBER

2623

NOTIFICATION DATE

DELIVERY MODE

09/09/2008

ELECTRONIC

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

pto-sl@huschblackwell.com

<b>Office Action Summary</b>	<b>Application No.</b> 10/604,235	<b>Applicant(s)</b> HAEMERLE, RICHARD R.	
	<b>Examiner</b> JEREMY DUFFIELD	<b>Art Unit</b> 2623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 12 August 2008.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-5,7,8,10,12,14,16,74,79,80 and 83-95 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-5,7,8,10,12,14,16,74,79,80 and 83-95 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |                                                                                                            |                                                                                         |
|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                                | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                       | 5) <input type="checkbox"/> Notice of Informal Patent Application                       |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____                                                |

## **DETAILED ACTION**

### ***Continued Examination Under 37 CFR 1.114***

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 12 August 2008 has been entered.

### ***Response to Arguments***

2. Applicant's arguments with respect to claims 1, 74, 85, 88, and 89 have been considered but are moot in view of the new ground(s) of rejection.

### ***Claim Objections***

3. Claim 95 is objected to because of the following informalities: Claim 95 recites the limitation "product which...said review" in Lines 3-4. There is insufficient antecedent basis for this limitation in the claim. Examiner will interpret the limitation to read "business which is the subject of a said review" so it will be in accordance with parent claim 89. Appropriate correction is required.

### ***Claim Rejections - 35 USC § 103***

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4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1-5, 7, 8, 10, 12, 14, 16, 74, 79, 80, 83, 84, 88, and 94 are rejected under 35 U.S.C. 103(a) as being unpatentable over Barnes (US 2003/0065805) in view of Li (US 6,633,317).

Regarding claim 1, Barnes teaches a system for providing information to a mobile user, (Para. 3, lines 1-5), comprising:

a unit, i.e. mobile phone/PDA (Para. 34, lines 1-3), capable of transmitting and receiving informational data including location positioning data (Para. 43, lines 4-9; Para. 97, lines 1-12), said unit including a display portion for displaying said data to a user (Para. 37, lines 1-5) and an interface portion for receiving commands from said user (Para. 36, lines 1-3); and

a centralized database, i.e. service registry (Para. 80, lines 4-8) capable of transmitting and receiving data including informational and location positioning data, said centralized database being in electronic communication with said unit (Para. 162, lines 1-8);

wherein informational data stored in said database is correlated with location positioning data received by said database from said unit, and further wherein said correlated unit location specific informational data stored in said

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database is accessible by said user via said unit (Para. 162, lines 1-8; Para. 163, lines 1-9); and

wherein a virtual environment associated with at least some of the correlated unit location specific informational data can be displayed on said display portion, said unit being operable to allow a user to interact, via said interface portion, with a virtual environment depicted on said display portion, (Para. 37, lines 1-5; Para. 36, lines 1-8; Para. 99, 102, 393).

Barnes does not clearly teach a virtual walkthrough environment.

Li teaches a 360-degree, immersive, three-dimensional, virtual environment that can be used for virtual tours, shopping, and games (Col. 1, lines 15-51; Col. 4, lines 14-60; Col. 9, lines 52-67).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Barnes' virtual environment to include a virtual walkthrough environment, as taught by Li, for the purpose of providing the user with a more realistic environment in which to acquire useful information.

Regarding claim 2, Barnes in view of Li further teaches the unit is in electronic communication with at least one global positioning system satellite for retrieving location positioning data (Barnes-Para. 97, lines 1-8).

Regarding claim 3, Barnes in view of Li further teaches signal transmission towers, i.e. mobile telephone network, in electronic communication

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with said centralized database and said unit for transmitting said location positioning data and said correlated unit location specific informational data between said centralized database and said unit (Barnes-Para. 44, lines 16-19; Para. 162, lines 1-8). Barnes meets this limitation in the fact that signal transmission towers are included in a mobile telephone network.

Regarding claim 4, Barnes in view of Li teaches the unit further comprises a microphone for use in transmitting audio data through said unit (Barnes-Para. 36, lines 1-3) and a speaker for use in receiving audio data from said unit (Barnes-Para. 37, lines 1-5).

Regarding claim 5, Barnes in view of Li teaches the unit further comprises a digital camera mounted therein (Barnes-Para. 123, lines 4-6).

Regarding claim 7, Barnes in view of Li teaches the correlated unit location specific informational data transmitted from said database to said unit comprises advertising data transmitted to said unit in response to data requested by said user from said database via said unit (Barnes-Para. 80, lines 4-8; Para. 162, lines 1-8; Para. 157, lines 1-9).

Regarding claim 8, claim is analyzed with respect to claim 3.

Regarding claim 10, claim is analyzed with respect to claim 7.

Regarding claim 12, claim is analyzed with respect to claim 7.

Regarding claim 14, claim is analyzed with respect to claim 7.

Regarding claim 16, claim is analyzed with respect to claim 7.

Regarding claim 74, Barnes teaches a system for providing information to a mobile user (Para. 3, lines 1-5) comprising:

a unit, (Para. 34, lines 1-3), capable of transmitting and receiving informational data including location positioning data (Para. 43, lines 4-9; Para. 97, lines 1-12), said unit including a display portion for displaying said data to said user (Para. 37, lines 1-5) and an interface portion for allowing said user to interact with said unit, and send commands to said unit, i.e. commands are sent from the user to the communications device by using the keyboard, touch-screen, touch-pad, etc. (Para. 36, Para. 37);

a centralized database, (Para. 80, lines 4-8; Para. 81, lines 12-15) capable of transmitting and receiving data including informational and position location positioning data, said centralized database in electronic communication with said unit, wherein information data stored in said database is correlated with location positioning data received by said database from said unit, and further wherein

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said correlated unit location specific informational data stored in said database is accessible by said user via said unit (Para. 162, lines 1-8, Para. 163, lines 1-9);

a wireless network for allowing transmission of said correlated unit location specific informational data between said unit and said centralized database (Para. 44, lines 10-21; Para. 162, lines 1-8);

a microphone in electronic communication with said unit for transmitting audio data to said unit (Para. 36, lines 1-3);

a speaker in electronic communication with said unit for receiving audio information from said unit (Para. 37, lines 1-5); and

a digital camera mounted in said unit (Para. 123, lines 4-6);

wherein a virtual environment associated with at least some of the unit location specific informational data can be displayed on said display portion (Para. 37, lines 1-5; Para. 36, lines 1-8; Para. 99, 102, 393); and

wherein said unit is operable to allow a user to interact with a virtual environment displayed on said display portion via said interface portion of said unit, i.e. keyboard, touch pad, buttons, etc. (Para. 36, lines 1-8); and

further wherein said correlated unit location specific informational data transmitted between said centralized database and said unit is selected from the group consisting of advertising data (Para. 80, lines 4-8), telephone directory data (Para. 162, lines 1-8), travel planning data (Para. 166, lines 1-6), news service data (Para. 401, lines 1-15), digital image data (Para. 404, lines 1-13), and digital audio data (Para. 401, lines 1-15), and wherein said correlated unit



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location specific informational data is transmitted to said unit in response to data requested by said user from said database via said unit (Para. 162, lines 1-8; Para. 157, lines 1-9).

Barnes does not clearly teach a virtual walkthrough environment.

Li teaches a 360-degree, immersive, three-dimensional, virtual environment that can be used for virtual tours, shopping, and games (Col. 1, lines 15-51; Col. 4, lines 14-60; Col. 9, lines 52-67).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Barnes' virtual environment to include a virtual walkthrough environment, as taught by Li, for the purpose of providing the user with a more realistic environment in which to acquire useful information.

Regarding claim 79, Barnes in view of Li further teaches the unit is a mobile unit (Barnes-Para. 34, lines 1-4; Para. 35, lines 1-2).

Regarding claim 80, Barnes in view of Li further teaches the unit is a stationary unit (Barnes-Para. 34, lines 1-4; Para. 35, lines 1-2). Barnes meets this limitation because a mobile or portable unit can be made stationary.

Regarding claim 83, Barnes in view of Li further teaches the user can transmit data from said unit to a remote data storage device for storage therein (Barnes-Para. 139, lines 1-9).

Regarding claim 84, Barnes in view of Li teaches a wireless network for allowing transmission of data between said unit and said centralized database (Barnes-Para. 44, lines 10-21; Para. 162, lines 1-8).

Regarding claim 88, Barnes teaches a system for providing information to a mobile user, (Para. 3, lines 1-5), comprising:

a unit, i.e. mobile phone/PDA (Para. 34, lines 1-3), capable of transmitting and receiving informational data including location positioning data (Para. 43, lines 4-9; Para. 97, lines 1-12), said unit further capable of displaying said data to a user (Para. 37, lines 1-5) and receiving commands from said user (Para. 36, lines 1-3); and

a centralized database, i.e. service registry (Para. 80, lines 4-8) capable of transmitting and receiving data including informational and location positioning data, said centralized database being in electronic communication with said unit (Para. 162, lines 1-8);

wherein informational data stored in said database is correlated with location positioning data received by said database from said unit, and further wherein said correlated unit location specific informational data stored in said database is accessible by said user via said unit (Para. 162, lines 1-8; Para. 163, lines 1-9); and

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wherein said correlated location specific informational data includes travel planning data, (Para. 30), where travel planning data includes data regarding at least three of the group consisting of a local hotel (Para. 135, 157, 195-204), local air travel schedules, a local air travel ticket (Para. 131, 204), a local bus travel ticket (Para. 204), a local train travel ticket, (Para. 204), and local points of interest (Para. 154-157), such that said unit is adapted to receive travel planning data correlated with said unit location positioning data (Para. 30, 195, 157, 204).

Barnes does not clearly teach a virtual walkthrough environment.

Li teaches a 360-degree, immersive, three-dimensional, virtual environment that can be used for virtual tours, shopping, and games (Col. 1, lines 15-51; Col. 4, lines 14-60; Col. 9, lines 52-67).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Barnes' virtual environment to include a virtual walkthrough environment, as taught by Li, for the purpose of providing the user with a more realistic environment in which to acquire useful information.

Regarding claim 94, Barnes in view of Li teaches said virtual walkthrough environment provides an immersive 360 degree environment to the user on said display such that the user may take a virtual tour of at least one of a location and means of travel related to said travel planning data (Barnes-Para. 204; Li-Col. 1, lines 15-51; Col. 4, lines 14-60; Col. 9, lines 52-67).

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6. Claims 85, 86, 89, 90, and 95 are rejected under 35 U.S.C. 103(a) as being unpatentable over Barnes in view of Langseth (US 6,662,195) and further in view of Li.

Regarding claim 85, Barnes teaches a system for providing information to a mobile user, (Para. 3, lines 1-5), comprising:

a unit, i.e. mobile phone/PDA (Para. 34, lines 1-3), capable of transmitting and receiving informational data including location positioning data (Para. 43, lines 4-9; Para. 97, lines 1-12), said unit further capable of displaying said data to a user (Para. 37, lines 1-5) and receiving commands from said user (Para. 36, lines 1-3); and

a centralized database, i.e. service registry (Para. 80, lines 4-8) capable of transmitting and receiving data including informational and location positioning data, said centralized database being in electronic communication with said unit (Para. 162, lines 1-8);

wherein informational data stored in said database is correlated with location positioning data received by said database from said unit, and further wherein said correlated unit location specific informational data stored in said database is accessible by said user via said unit (Para. 162, lines 1-8; Para. 163, lines 1-9).

Barnes does not clearly teach the correlated location specific informational data includes weather data.

Langseth teaches providing local weather data from a database to a mobile phone, pda, or other wireless device (Col. 9, lines 21-46; Col. 10, lines 30-46; Col. 12, lines 13-42).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Barnes' location specific informational data to include the local weather data taught by Langseth for the purpose of planning travel arrangements around adverse weather.

Barnes in view of Langseth does not clearly teach a virtual walkthrough environment.

Li teaches a 360-degree, immersive, three-dimensional, virtual environment that can be used for virtual tours, shopping, and games (Col. 1, lines 15-51; Col. 4, lines 14-60; Col. 9, lines 52-67).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Barnes in view of Langseth's virtual environment to include a virtual walkthrough environment, as taught by Li, for the purpose of providing the user with a more realistic environment in which to acquire useful information.

Regarding claim 86, Barnes in view of Langseth in view of Li teaches the unit is adapted to receive world wide weather data in response to data requested by said user from said database via said unit, i.e. a user subscribes to the

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weather channel and receives weather information based on an entered time zone (Langseth-Col. 10, lines 30-46).

Regarding claim 89, Barnes teaches a system for providing information to a mobile user, (Para. 3, lines 1-5), comprising:

a unit, i.e. mobile phone/PDA (Para. 34, lines 1-3), capable of transmitting and receiving informational data including location positioning data (Para. 43, lines 4-9; Para. 97, lines 1-12), said unit further capable of displaying said data to a user (Para. 37, lines 1-5) and receiving commands from said user (Para. 36, lines 1-3); and

a centralized database, i.e. service registry (Para. 80, lines 4-8) capable of transmitting and receiving data including informational and location positioning data, said centralized database being in electronic communication with said unit (Para. 162, lines 1-8);

wherein informational data stored in said database is correlated with location positioning data received by said database from said unit, and further wherein said correlated unit location specific informational data stored in said database is accessible by said user via said unit (Para. 162, lines 1-8; Para. 163, lines 1-9).

Barnes does not clearly teach the correlated location specific informational data includes at least one of electronic video data and electronic audio data in the form of a review of a local business.

Langseth teaches providing business reviews and information from a database to a mobile phone, pda, or other wireless device in the form of video files (Col. 9, lines 21-46; Col. 10, lines 1-30, 46-67; Col. 12, lines 9-42).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Barnes' location specific informational data to include the business reviews and information taught by Langseth for the purpose of aiding in the choice of a restaurant, hotel, vacation activity, etc.

Barnes in view of Langseth does not clearly teach a virtual walkthrough environment.

Li teaches a 360-degree, immersive, three-dimensional, virtual environment that can be used for virtual tours, shopping, and games (Col. 1, lines 15-51; Col. 4, lines 14-60; Col. 9, lines 52-67).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Barnes in view of Langseth's virtual environment to include a virtual walkthrough environment, as taught by Li, for the purpose of providing the user with a more realistic environment in which to acquire useful information.

Regarding claim 90, Barnes in view of Langseth in view of Li teaches the unit is further adapted to receive said at least one of said electronic video data and electronic audio data in response to data requested by said user from said database, where said informational data includes world wide data, i.e. a user

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subscribes to the business or travel channel and receives customs and duties reports from other countries, world business daily review, etc. (Langseth- Col. 10, lines 1-30, 46-67).

Regarding claim 95, Barnes in view of Langseth in view of Li teaches said virtual walkthrough environment provides an immersive 360 degree environment to the user on said display such that the user may take a virtual tour of at least one of a location and business which is the subject of a said review (Barnes- Para. 204; Li-Col. 1, lines 15-51; Col. 4, lines 14-60; Col. 9, lines 52-67).

7. Claim 87 is rejected under 35 U.S.C. 103(a) as being unpatentable over Barnes in view of Langseth in view of Li and further in view of Bar (US 6,456,852).

Regarding claim 87, Barnes in view of Langseth in view of Li teaches all elements of claim 85.

Barnes in view of Langseth in view of Li does not clearly teach the unit is adapted to automatically receive local weather data correlated with said location positioning data.

Bar teaches a mobile phone user automatically receives weather information from a server when the user enters a local area (Col. 2, lines 9-24; Col. 6, lines 5-27).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Barnes in view of Langseth in view of



Li's unit to automatically receive local weather data correlated with location positioning data, as taught by Bar, for the purpose of planning travel arrangements around adverse weather.

8. Claims 91 and 92 are rejected under 35 U.S.C. 103(a) as being unpatentable over Barnes in view of Li and further in view of Miyake (US 7,366,753).

Regarding claim 91, Barnes in view of Li teaches all elements of claim 1.

Barnes in view of Li further teaches said virtual walkthrough environment provides an immersive 360 degree environment to the user on said display such that the user may take a virtual tour of a location, i.e. virtual tour, shopping (Li- Col. 1, lines 15-51; Col. 4, lines 14-60; Col. 9, lines 52-67).

Barnes in view of Li does not clearly teach taking a virtual tour of a location and a product.

Miyake teaches a three-dimensional virtual shop that contains three-dimensional images of available products (Fig. 12, el. 407-1, 407-2; Col. 9, line 8- Col. 10, line 15).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Barnes in view of Li's virtual environment to include taking a virtual tour of a location and a product, as taught by Miyake, for the purpose of providing the user with a more realistic environment in which to acquire useful information.

Regarding claim 92, Barnes in view of Li teaches all elements of claim 74.

Barnes in view of Li further teaches said virtual walkthrough environment provides an immersive 360 degree environment to the user on said display such that the user may take a virtual tour of a location, i.e. virtual tour, shopping (Li- Col. 1, lines 15-51; Col. 4, lines 14-60; Col. 9, lines 52-67).

Barnes in view of Li does not clearly teach taking a virtual tour of a location and a product.

Miyake teaches a three-dimensional virtual shop that contains three-dimensional images of available products (Fig. 12, el. 407-1, 407-2; Col. 9, line 8- Col. 10, line 15).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Barnes in view of Li's virtual environment to include taking a virtual tour of a location and a product, as taught by Miyake, for the purpose of providing the user with a more realistic environment in which to acquire useful information.

9. Claim 93 is rejected under 35 U.S.C. 103(a) as being unpatentable over Barnes in view of Langseth in view of Li and further in view of Simpson (US 5,999,882).

Regarding claim 93, Barnes in view of Langseth in view of Li teaches all elements of claim 85.

Barnes in view of Langseth in view of Li further teaches said virtual walkthrough environment provides an immersive 360 degree environment to the

user on said display such that the user may take a virtual tour of a location, i.e. virtual tour, shopping (Li-Col. 1, lines 15-51; Col. 4, lines 14-60; Col. 9, lines 52-67) and viewing weather conditions associated with a particular area (Langseth-Col. 9, lines 21-46; Col. 10, lines 1-30, 46-67; Col. 12, lines 9-42).

Barnes in view of Langseth in view of Li does not clearly teach taking a virtual tour of a location and its weather conditions.

Simpson teaches a three-dimensional virtual fly-through that contains rendered weather visualizations at selected points on a travel route or another selected location (Col. 6, lines 20-67; Col. 7, lines 31-60).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Barnes in view of Langseth in view of Li's virtual environment to include taking a virtual tour of a location and its weather conditions, as taught by Simpson, for the purpose of providing the user with a more realistic environment in which to acquire useful information.

10. Claim 95 is rejected under 35 U.S.C. 103(a) as being unpatentable over Barnes in view of Langseth in view of Li and further in view of Miyake.

Regarding claim 95, Barnes in view of Langseth in view of Li teaches all elements of claim 89.

Barnes in view of Langseth in view of Li further teaches said virtual walkthrough environment provides an immersive 360 degree environment to the user on said display such that the user may take a virtual tour of a location, i.e.

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virtual tour, shopping (Langseth-Col. 9, lines 21-46; Col. 10, lines 1-30, 46-67; Col. 12, lines 9-42; Li-Col. 1, lines 15-51; Col. 4, lines 14-60; Col. 9, lines 52-67).

Barnes in view of Langseth in view of Li does not clearly teach taking a virtual tour of a location and a product.

Miyake teaches a three-dimensional virtual shop that contains three-dimensional images of available products (Fig. 12, el. 407-1, 407-2; Col. 9, line 8-Col. 10, line 15).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Barnes in view of Langseth in view of Li's virtual environment to include taking a virtual tour of a location and a product which is the subject of a said review, as taught by Miyake, for the purpose of providing the user with a more realistic environment in which to acquire useful information.

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to JEREMY DUFFIELD whose telephone number is (571)270-1643. The examiner can normally be reached on Mon.-Thurs. 8:00 A.M.-5:30 P.M. EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Scott Beliveau can be reached on (571) 272-7343. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

03 September 2008

JSD

/Scott Beliveau/

Supervisory Patent Examiner, Art Unit 2623